

Town of Swanzey, New Hampshire
Economic Development Advisory Committee (EDAC)
Planning Session Minutes – December 12, 2015

Note: Minutes are not final until reviewed and approved by the Committee. Review and approval of minutes generally takes place at the next regularly scheduled meeting of the Committee.

Committee Members Present: Chairman Steven Bittel, Greg Johnson, Lynn Rust, Beverly Bernard, Don Skiba and Alternate Bill Hutwelker.

Absent: Guy Pronesti, Arthur Boufford

Others Present: Planning and Community Development Director Sara Carbonneau, Town Administrator Michael Branley, and Stuart Arnett from Arnett Development Group, LLC.

2016 PLANNING SESSION

Arnett led the Planning Session discussion, the focus of which was planning for 2016 action with a focus on recruitment and retention of business. There was a discussion regarding what kind of entity would be best for business development. The group consensus was that a regional approach would be best and that it would take a business and community leader to organize the effort to bring parties together. There was discussion about the need for funds for a consistent recruiting effort. Also included in the discussion was awareness that some businesses in the area have reduced staff or considered moving out of the area entirely.

Decision was made to have Arnett produce an outline of a strategic business plan with the objective of driving a sustainable regional recruitment effort. Some of the areas to be covered would be area operating costs, quality of life, and operating conditions. There was some discussion about producing a video which could be delivered from a regional website that portrayed the benefits of locating in southwest New Hampshire. Arnett spoke briefly about the fact that New Hampshire is #6 out of 50 states with a compelling tax story. When negative perceptions were discussed, it was noted that the right tactic is to address the issues up front.

Respectfully Submitted,



Beverly Bernard, Recording Secretary